

COUNTY EXECUTIVE'S 2006 BUDGET

DEPT: VISIT MILWAUKEE
(formerly, GREATER MILWAUKEE CONVENTION & VISITORS BUREAU)

UNIT NO. 1912
FUND: General - 0001

OPERATING AUTHORITY & PURPOSE

Pursuant to the provisions of Section 59.56(10) of the Wisconsin Statutes, the County Board may appropriate funds to advertise the advantages, attractions and resources of the County and to

conserve, develop and improve the same. Any county may cooperate with any private agency or group in this work.

BUDGET SUMMARY			
	2004 <u>Actual</u>	2005 <u>Budget</u>	2006 <u>Budget</u>
Property Tax Levy Contribution to VISIT Milwaukee	\$ 16,875	\$ 25,000	\$ 25,000

This appropriation represents Milwaukee County's share of support of VISIT Milwaukee. A major function of the organization is the promotion of the County as a major tourist and convention destination.

VISIT Milwaukee assists the County in marketing its facilities and attractions. All County tourism-related institutions are represented by VISIT Milwaukee. Individual fees customarily charged to similar institutions are waived by the County's umbrella investment in VISIT Milwaukee.

VISIT Milwaukee is a non-profit, 501(c)6 equal opportunity organization. It is governed by a 40 member board of directors on which Milwaukee County maintains two seats plus one on the Executive Committee.

Total Economic Impact of Tourism on Milwaukee County: *

- Total travel expenditures - \$1.6 billion.
- Number of full-time jobs supported by the tourism industry – 39,466.
- Total resident income - \$920 million.
- State tax - \$171 million.
- Local tax - \$77 million.

* Information from the 2004 Davidson-Peterson Study

VISIT Milwaukee services include:

- Membership of all County facilities and attractions. All receive full VISIT Milwaukee benefits.
- A listing of all County facilities and attractions in 350,000 Official Visitor Guides, 10,000 Destination Guides, 25,000 Multicultural Visitor Guides and Milwaukee Gay & Lesbian Travel Guides.
- A listing of all County sponsored events in the bi-monthly Calendar of Events - 420,000 produced and distributed annually.
- Participation in all VISIT Milwaukee sponsored events, i.e., membership exchanges, education seminars, National Tourism Week events and the new Visitor Services Award Program.
- Travel writer support and sponsored programs.
- Two full-time representatives in Washington, D.C. actively selling Milwaukee County to association executives and one representative developing and selling the multicultural market.
- The development of targeted direct mail programs to reach and sell these markets on Milwaukee County.
- Production and placement of press releases, feature articles and stories in local, regional and national media to increase exposure of, and interest in, Milwaukee County.

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- Operation of a Visitor Information Center and a Call Center providing the traveling public with information on Milwaukee County.
- A web site listing general community information as well as membership information, including County history and Milwaukee County facts and attractions.

MISSION

VISIT Milwaukee is the organization that provides the leadership and visionary role to market Milwaukee as a premier destination for conventions, trade shows, and leisure travel

through travel and the development of internal organizational excellence and external strategic partners.

BUDGET HIGHLIGHTS

- Contribution to VISIT Milwaukee remains at the 2005 level of \$25,000. The Milwaukee County Department of Administrative Services-Fiscal Affairs will continue to work with VISIT Milwaukee to ensure the funding will directly assist in marketing Milwaukee County facilities.